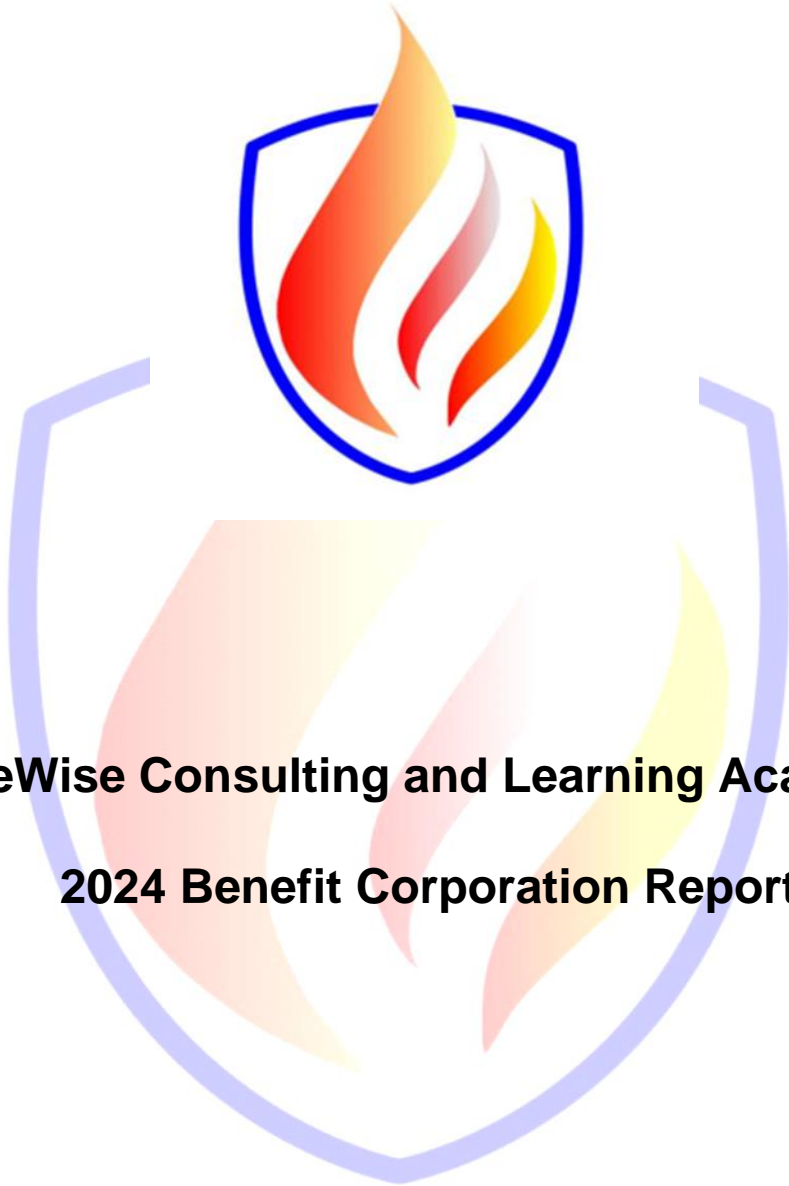


2024 Benefit Corporation Report



FireWise Consulting and Learning Academy 2024 Benefit Corporation Report



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knowledge that **saves** lives



FireWise
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relationships
are key to
building
trust



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Introduction

FireWise Consulting is a leading provider of consulting services and emergency response training for the emergency services sector. At the heart of FireWise's services lies the belief that providing access to life-saving knowledge is a top priority. As a company driven by values, FireWise places quality information above profit. We are dedicated to supporting those in the fire service and their governing authorities with the knowledge and resources necessary to provide fire protection to their communities or businesses.

To demonstrate its commitment to environmental and social causes, FireWise has taken significant steps towards becoming a certified Benefit Corporation for Good, a goal it achieved in June 2021. We have been certified by a Benefit Corporation for Good (BCFG) to affirm that we qualify. In the following pages of this report, we will detail what FireWise has achieved for the fiscal year 2023 (March 1- February 29) and our plans to continue improving our performance in 2024.



Figure 1: FireWise is committed to leading communities through the improvements of their safety models. We understand that achieving this goal requires a comprehensive approach that addresses the needs of people, profit, and the environment.

Land Acknowledgement

FireWise respectfully acknowledges that our head office is on the traditional and unceded territory of the Syilx Okanagan people. FireWise also recognizes that we live, work and play on the traditional and ancestral lands of the many First Nation, Inuit and Metis peoples who have been there since time immemorial.

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Who We Are

FireWise connects our customers to fire protection, prevention and emergency management knowledge. Our highly skilled team of professionals brings a diverse experience and educational background to focus on the complex challenge of planning, organizing and delivering training and consulting services contributing to safe and sustainable communities. FireWise understands industry practices, legislative requirements, and social accountability, supporting our delivery of leading practices and individualized and implementable solutions that reflect our clients' needs.

At FireWise, our mission, vision, and values are much more than words on paper. We understand that lives are on the line, so we have dedicated our organization to providing access to **knowledge that saves lives**.

Mission

We are committed to increasing our clients' fire, emergency management, and life-safety capacity through training, consulting, advisory and direct service delivery programs.

Vision

We contribute to safer communities through innovation, knowledge, and education that saves lives.

Values

These values guide all aspects of FireWise activities:

Integrity - We are trusted advisors, applying our experience and knowledge with the highest levels of transparency and honesty.

Innovation - Our solutions are leading practice and science-based, adapted to meet our customers' unique needs.

Sustainability - Our solutions and business practices are socially, economically and environmentally responsible.

Empowering - We build individual, community, and regional capacity that supports informed decision-making processes.

Respectful - We respect all the people with whom we interact or work. We build trust through open, honest, and proactive communications.

Benefit - We encourage and support programs that facilitate sharing experiences and exploring opportunities, focusing on benefitting our customers and stakeholders.

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Who We Work for

FireWise works for the following stakeholders:

1. Fire service professionals, both career and volunteer/paid-on-call, who are tasked with developing, leadership, and operations of fire and emergency response services in their respective jurisdictions.
2. Federal, provincial, municipal, First Nation and Inuit elected and appointed officials interested in fire and public safety governance operations.
3. Public safety leaders with a role in developing and delivering fire prevention, public education, and awareness programs in their communities.
4. Certification bodies, including Pro Board®, who ensure that training programs and materials comply with international standards.
5. Training institutions who are strategic partners in delivering certified professional fire service training programs.
6. Government entities with accreditation or certification roles in fire protection, prevention, and mitigation programs.
7. Building owners and operators as identified in the national building and fire codes and the provincial codes as adopted by the respective provinces, territories and other governments.
8. Our internal stakeholders include directors, associates, contract personnel, and partner organizations critical to our success.
9. Our suppliers and service providers delivering technical, information technology, and business services are essential to our success.



Figure 2: Drawing from over 120 years of collective experience, our people and their complementary skill sets form the cornerstone of our success.

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Benefit Corporation for Good

FireWise is a Benefit Corporation that puts people, the planet and profit at the forefront of all it does. We have been certified by a third party, Benefit Corporation for Good, to affirm we meet the requirements of a benefit company. In addition to sound business practices, the benefit corporation registration includes a commitment to a positive impact on society, workers and the environment that FireWise has included as part of our articles of incorporation.

We believe in and adhere to socially, economically, and environmentally sound business practices, which results in solutions that are responsive to people and the planet.

We believe in people and approach all issues in a transparent, non-partisan manner that fosters open and respectful dialogue. We do our best to treat all stakeholders fairly while recognizing the socio-demographics found within communities, i.e., age, gender, ethnicity, education levels, income, etc. We build individual, community and regional capacity that supports informed decision-making processes.

We create safer communities by sourcing environmentally safe materials and processes (*The use of technology to reduce travel and harmful environmental practices*).

We believe and practice the sharing of knowledge that delivers fire prevention and awareness which saves lives, protects people and property and protects the environment.

We support community organizations that help people like Muscular Dystrophy, International Red Cross, Honour House, Honour Ranch and more.

We believe in self-care by striving for a proper work-life balance.

We believe in mental wellness and facilitate opportunities to bring fire and emergency response personnel together to share information and experiences on mental health, occupational stress injuries and emerging management strategies.



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A Year in Review

How Did We Do?

FireWise's 2024 Comprehensive Certification Score reveals that we have demonstrated a solid commitment to our values and customer efforts, positioning ourselves as a people-driven entity. The report indicates that FireWise has a clear set of principles guiding our operations and is dedicated to upholding these values in all our endeavours.

Notably, our certification score continues to rise and has seen an overall 5% increase from the previous year, indicating progress in various areas including our values, community engagement, environmental initiatives, and strategy. While we have demonstrated improvements in these areas, the score suggests ongoing opportunities for improvement. Specifically, diversity, balance and strategic planning, where we can further our focus.

In summary, FireWise has performed well in several areas, but the certification score highlights areas where we can work towards even greater performance.



Educating Our Communities

Through our consulting service solutions, FireWise provides a comprehensive suite of fire safety and consulting services to governments, First Nations, fire departments, the legal community and private industry. This year, FireWise has delivered expert consulting services to more than 16 jurisdictions throughout Canada, including municipalities and First Nations. Our services span from delivering fire protection master plans in Maple Ridge and Windsor to executing inspections in North West Ontario, reports in Yellowknife and delivering legal presentations addressing inequities within

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First Nations Communities in Vancouver. Each of these initiatives is centered on building community capacity through knowledge sharing.



Figure 3: One of our projects included facilitating the development of a new fire hall for the Town of Creston. We guided the process of obtaining public approval and determined the facility type, optimal location, and design features to meet both immediate and future community needs.

Educating Our People

At FireWise, we strive to enhance the skills of individuals in the fire service industry, which ultimately contributes to the safety of our communities and people. This year, we've educated nearly 300 students and introduced new training initiatives in the United States. Continuously working to enhance our programs, we've integrated a 360° virtual interactive fire inspection training video into our Company Inspection Program, aimed at better serving our students. We value feedback and take pride in the numerous positive testimonials we receive, which inspire us to continuously improve.

Keven R Thomson on completion of Fire Inspector Level I and II online training program.

"During the practical portion, we worked in groups of three and drew on our collective experience and knowledge in a team environment. **The FireWise staff proved to be extremely knowledgeable and helpful throughout the experience.**"



Jonathan Lanteigne with CFB Esquimalt Fire Rescue services on completion of Fire Inspector Level II online training program.

"The presentation of the course materials was great. In my opinion, **the course was perfect for what I was looking for.** I gained the knowledge required of a professional Fire Inspector along with accredited certification for career advancement."



Figure 4: We are committed to providing exceptional training experiences for our students, and continuously refine and enhance our programs. Their feedback drives our efforts as we work to serve our students' needs.

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Fostering an Industry of Collaboration

Our guiding principles include working collaboratively with other organizations that share our values. We strive to be a place of knowledge and education by offering a wide range of free resources. Our commitment to industry-wide growth is evident through FireWatch, our free monthly e-Newsletter that shares global stories from the fire community that have attracted our attention. Additionally, we actively collaborate with communities to champion their initiatives, such as partnering with the Chief of Maple Ridge to highlight their 'Hot Summer Nights' community event. We recently spotlighted this collaboration through an interview and blog post on our website, amplifying their efforts across our social media channels.



Figure 5: Beginning with a single fire truck visiting neighbourhoods, spraying water, and engaging children, 'Hot Summer Nights' has evolved into a city-wide event everyone looks forward to.

Reducing Our Environmental Impact

FireWise is dedicated to improving our environmental impact, and with that, we have taken the initiative to engage our leadership team in training that educates us on how to improve our business practices. Through this training, we have implemented offering reusable drinking containers as a sustainable alternative to single-use water bottles, which were previously offered at our in-person training practicums. Additionally, we source the materials for our burns through second-hand stores and repurpose materials that would have previously gone to waste (couches, laptops, bedroom materials, kitchen materials, etc.) instead of buying them, which also supports the local second-hand stores in the communities we operate in. By embracing these practices, we aim to reduce our environmental impact and promote a greener approach to our operations.

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Key Metrics

Providing data points meeting third-party standards regarding people, planet and profit.

Giving Back- Charitable Donations

Having a positive global impact and investing in change for the greater good has always been at the forefront of FireWise's operations. This year, we have dedicated our resources to the following causes:

June 20, 2023 - FireWise donated \$350 to the BC/Yukon Legion.

July 12, 2023 - FireWise donated \$250 to the Thrift store in Taber, Alberta. At the time, FireWise was conducting live burns in the area and was looking to give back to the community for their support

September 19, 2023 – FireWise donated \$517 to the Red Cross in support of the North West Territories Fires Appeal.

September 19, 2023 - FireWise donated \$216 to the Red Cross in support of the BC Floods.

September 19, 2023 - FireWise donated \$300 in sponsorship of the Alberta Fire Training Conference.

September 25, 2023 – FireWise donated \$500 to Muscular Dystrophy Canada.

October 6, 2023 - FireWise donated \$600 in sponsorship of the Wildfire Conference.

November 24, 2023 – FireWise donated \$500 to the British Columbia Food Banks.

December 1, 2023 - FireWise donated \$500 to the Movember cause. This was in support of one of our directors who battled prostate cancer and who pledged a walking goal which we paid per km walked.

December 1, 2023 - FireWise donated \$500 to the Alberta Firefighters Curling Association in sponsorship of one of our team members who was curling.

December 12, 2023 - FireWise donated \$100 to the BC/Yukon Legion.

February 5, 2024 - FireWise donated \$750 to Muscular Dystrophy Canada to sponsor the Fire & Ice fundraising event.

February 14, 2024 - FireWise donated \$500 to Oceans North.

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Figure 4: At FireWise, we leverage our strong social media presence to highlight causes that deserve attention. In this case, we're applauding the City of Victoria for introducing one of Canada's first electric fire engines to its fleet, demonstrating our commitment to supporting environmental causes.

At Firewise, we prioritize our support for key industry associations such as the British Columbia and Alberta Fire Chiefs Associations, the Canadian Wildfire Conference, and the Alberta Fire Training Conference. Our commitment extends to covering membership fees, sponsoring educational conferences, and delivering no-cost presentations. These associations play a vital role in networking, building professional growth, and advocating for industry safety. We take pride in our contributions to their important initiatives.

FireWise has established a dedicated target for donations for our 2023-2024 operating year of approximately 3% of our net revenue to ensure we meet our community and social program commitments. Our priorities reflect collaboration with our staff and the interests of our stakeholder groups. In 2023 we were just under our target of 3% of net revenue to donations/membership fees.

Promise to the Planet- Virtual Business Model

FireWise has invested heavily in our digital presence, from social media and websites to developing our expertise in remote communications systems. Our website and social media feeds provide access to information and links to stakeholders. FireWise invested in an integrated software system that links project management, communications, and resource sharing to connect staff digitally, customers and other stakeholders.

Technology improves our business processes, expands opportunities for face-to-face meetings, reduces costs and time and reduces the carbon footprint of our business operations.

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An additional benefit of a decentralized workspace is the opportunity for staff and associates to balance their FireWise participation with family and life effectively. We are proud of our commitment to the team to make FireWise an enjoyable workplace!

Our online delivery of training programs is an extension of the commitment we have made internally. Most jurisdictions cannot afford to send staff nationwide to attend bricks-and-mortar training. Online, augmented, and virtual reality programming allows students worldwide to access our leading practice fire inspection and investigation courses from the comfort and safety of their homes or offices. Members don't have to leave home, take holidays or find childcare to update their skills. Learning partners like the College of the Rockies are critical to this effort, making online practicums and certification evaluations a reality for our NFPA 1031 and 1033 programs.

Promise to the Planet- Virtual Reality Training

At FireWise, we're leading the charge in developing innovative solutions to reduce the necessity for live-fire training burns, particularly for entry-level fire investigators. Our strategy revolves around harnessing the capabilities of virtual reality, providing a realistic learning experience. While we continue to offer in-person training on a smaller scale, we're actively pursuing eco-friendly initiatives to further enhance our commitment to sustainability.

Collaborating closely with the College of the Rockies and employers, we have evaluated practicum opportunities to ensure aspiring fire investigators gain the practical experience they need to excel in their roles.

Our unwavering commitment to sustainability and continual improvement has enabled us to lead the industry. By leveraging cutting-edge Virtual Reality (VR) technology in our training programs, we can provide our students with the necessary skills and knowledge without compromising safety. This revolutionary approach has global significance, as it contributes to reducing carbon emissions and enhances capacity building beyond Canada's borders.

Promise to the Planet- Educating our People

An integral part of FireWise is providing education to communities, which goes with our slogan of 'Knowledge that Saves Lives'. Part of this is actively searching for articles and educational materials that educate our followers on social media about how climate change is impacting the growing wildfire seasons, and ways we can collectively look to better our practices, including promoting the use of electrical vehicles for emergency service fleets.

Knowledge That Saves Lives- Consulting Solutions

One of our core purposes is to help local authorities build capacity through consulting and advisory services. This year, we have consulted in over 16 jurisdictions across British Columbia, Alberta, Manitoba, Ontario, North West Territories, and the United States. Our projects reflect the breadth of fire and emergency management

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administration and operations, from fire service reviews and master planning to fire station assessments, training, inspections and community engagement.

While all of our projects are important, here are a few jurisdictions which we have provided our services within:

- City of Victoria
- Maple Ridge
- City of Kimberly
- Fernie
- Pouce Coupe - Emergency Management Plan
- North West Territories (Hay River) – Fire Master Plan
- Windsor - Fire Protection Master Plan
- Kelowna
- Yellowknife - Operational Guidelines and Policy Report
- Nelson - Fire Hall project
- Cortez Island
- Osoyoos - Fire Master Plan
- Invermere
- Quebec (Mohawk) – Fire Service Review
- North West Ontario – Inspections
- Vancouver – Legal Presentation with Inequities within First Nations Communities

Online Fire Safety Training

Our online fire safety training programs incorporate a wealth of insider knowledge from decades of field experience and are presented in an easy-to-use platform. At FireWise, we firmly believe that the training we offer is a critical stepping stone toward preparing students for success in the fire safety industry. In the current year, we have provided comprehensive training to almost 300 students, equipping them with the skills and confidence required to excel in their future roles.

FireWatch

Continuing to foster an industry built on sharing knowledge and growth is one of the essential purposes that FireWise stands for. FireWise sends out a free monthly eNewsletter on the second Tuesday of each month, which includes important industry news from across the globe. FireWise has provided this service for over seven years and has over 900 monthly subscribers. FireWatch is a powerful collaborative tool that FireWise provides to encourage knowledge sharing across all our stakeholder groups. FireWatch served as the genesis of several problem-solving working groups facilitated by FireWise.



Figure 7: At FireWise, nurturing an industry rooted in knowledge sharing and advancement is at the core of our mission.

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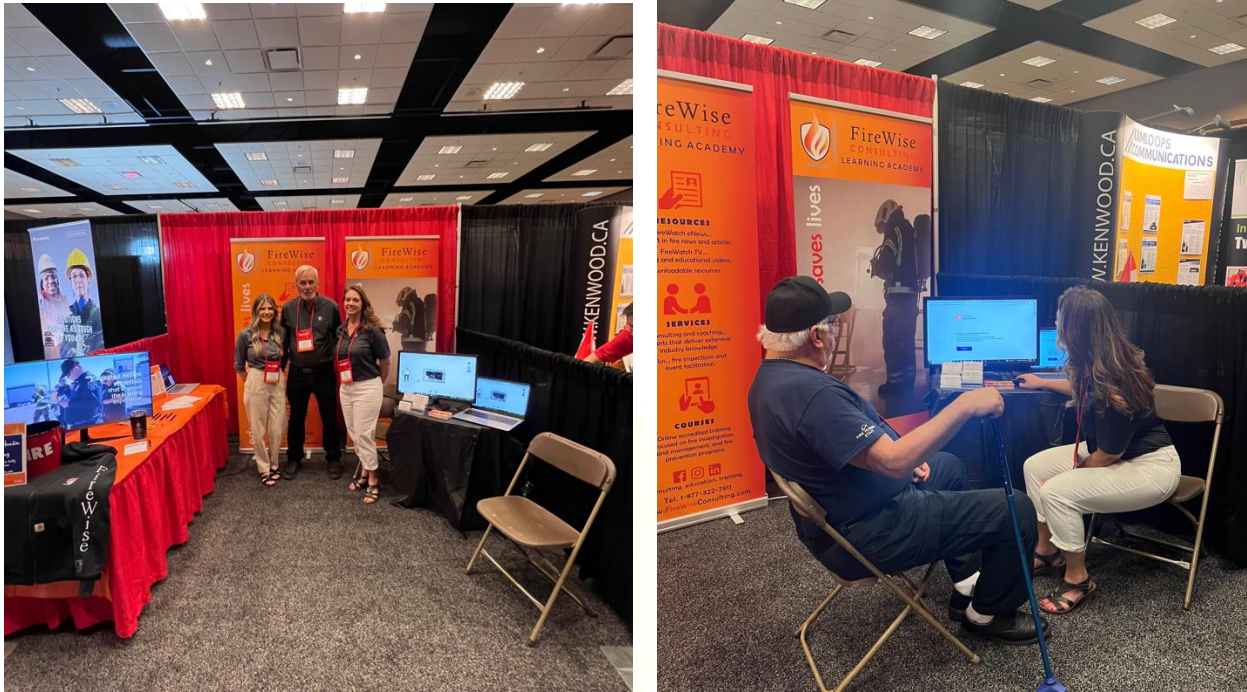


Figure 8: At FireWise, we prioritize supporting key industry associations like the British Columbia and Alberta Fire Chiefs Associations. They're crucial for networking, professional growth, and industry safety advocacy. Our contributions reflect our commitment to our people and those we serve.

Coming Year

Charitable donations

FireWise supports our communities locally and globally. We believe in giving back, so we continue to donate to communities, charities and causes that need our support locally and internationally. FireWise has committed to dedicating 3% of our net revenue to supporting charitable causes important to our stakeholders and us.

Diversity

FireWise remains steadfast in our commitment to diversity in all areas. As we expand our team, diversity plays an important role in our hiring practices, ensuring our workforce mirrors the communities we serve. We continue to update our programs and deliverables to embrace diversity, using images and language that are both respectful and inclusive. We're dedicated to ongoing team diversity training, reinforcing our commitment to building respectful relationships both personally and professionally.

Sharing Our Knowledge

As we move forward, FireWise is dedicated to expanding our knowledge-sharing efforts. Our commitment remains unwavering in providing training and consulting solutions, tailored to leading industry practices. We consistently update our course materials to offer our students the most relevant training and solutions. Notably, we've recently

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launched our Fire Inspector Training program in the United States, carefully accommodating the differences in code requirements.

Promise to the Planet

Being a certified Benefit Corporation means evolving and adjusting our policies and procedures. In the coming year, we will continue to take steps toward becoming a more environmentally sustainable organization.

FireWise will continue to dedicate its focus to providing our courses in an online format and meet virtually whenever possible to minimize our carbon footprint.

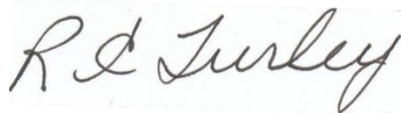
In Closing

FireWise's journey as a Benefit Corporation for Good has been one guided by our core values: integrity, innovation, sustainability, empowerment, respect, and benefit. We've worked to embody these values in everything we do. This past year has seen progress across many fronts, including our efforts to improve environmental practices, build collaboration within the industry, and give back to communities in need. But while we celebrate these achievements, we recognize there's always more to be done.

Moving forward, FireWise remains committed to making a positive impact on society, workers, and the environment. Our promise to the planet is a genuine commitment to continue to evolve our practices to meet the highest standards of sustainability and social responsibility.

As we look ahead, we continue our commitment to diversity, knowledge-sharing, and charitable giving. We'll continue to listen, learn, and lead with empathy and determination, working together with our stakeholders, partners, and communities to create a future where safety, sustainability, and social good are realities.

Respectfully,



Bob Turley



Ernie Polsom